



**SW 799 Section 004 (Class #28889): Social Media for Social Change**

**Saturdays 9/22 & 9/29/2018**  
**9:00am-5:00pm**  
**Shapiro MAC Classroom, Room 2000**

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*“What is the power of a hashtag (#)?”*

*-Dr. Desmond Patton, December 5, 2014*

**1. Course Description:**

This minicourse is intended for students interested in the use and application of social media in community practice, with a focus on community organization and social change. Participants will be introduced to effective methods of using social media for community organization and social change. They will learn and apply the knowledge and tools to more effectively design and implement web sites, databases, social media like Facebook and Twitter or multi-media for advocacy campaigns, training and information management.

**2. Course Content:**

Part 1 explores ways that social media tools may be used in organizations to connect with the communities they serve. Course content includes tutorials, activities and examples that will strengthen your knowledge and skills in using social media.

Parts 2 and 3 examine how social media can be used to address a social work intervention and to gather information about neighborhoods and communities.

**3. Course Objectives:**

Upon completion of the course, students will be able to address the following issues:

1. Historically, how has the media in general (news, advertising, radio) been used in or against social work actions?
2. How is new/social media affecting social work? Is "activism" being redefined with the use of mass internet awareness campaigns? Are these

- tools useful for community organizing and policy work?
3. Case studies and examples of social media being used effectively for social and political action
  4. Since new media is still in its early stages, a lot of agencies and orgs don't have established guidelines or best practices yet. What would I advise?
  5. How can or how should social workers utilize social media in light of issues of access and the "digital divide"?
  6. Are different parts of the US and the globe using new media to community organize, and how does that compare with Metro Detroit?

This course is based on a participatory, active learning approach, with an emphasis on peer-to-peer learning. The course is project based; students will create and publish social media artifacts. *Students are urged to bring cell phones and tablets; the social media artifacts will need to be optimized across platforms.*

Participants are expected to come to the course with ideas about how their organization or programs can integrate or further develop the use of information and communication technologies (ICTs) and social media within the program. Participants will do the required reading, prepare assignments and participate in group discussions.

**Course activities: Highly Active Lab/Consultation Mode; Micro-sessions interspersed throughout.**

SW 799 Section 004 (#28889)  
 Social Media for Social Change  
 Revised September 20, 2018

<p>September 22, 2018</p> <p>LabMode begins: 10:30am and continues through 5pm</p>	<ul style="list-style-type: none"> <li>✓ 9:00 -9:30 am : Getting Technically Prepared –</li> <li>✓ 9:30 – 10:00am: So why use social media for Social Change? Four Critical Answers and Three overarching social justice issues underlying social media for social change (Gladwell, Zandt, and Digital Divides/Net Neutrality)</li> <li>✓ 10:10 – 10:30am: Creating Content: Developing social media presence for a cause, action or event: Forming workgroups around topic areas or causes;</li> <li>✓ Idealware approach to social campaigns: Case Studies from Social Media Campaigns Developed in SMSC 2016- 2018</li> <li>✓ 11:00-12pm Intro to (free-ish) Social Media Dashboards (e.g Buffer.com, SumAll) – Why you want them, why they're needed</li> <li>✓ 11:30 – 12:00pm Twitte for social change; Twitter Construction</li> <li>✓ LUNCH</li> <li>✓ 1:10-3:00: Facebook for Social Change; Construct Facebook page either in workgroups or classwide</li> <li>✓ 3:10-3:45: Blogging for Social Change             <ul style="list-style-type: none"> <li>○ Case examples</li> <li>○ How to's: Blogger vs. Tumblr, increased demand for visuals</li> <li>○ What to's: breaking news, calls to action, photos &amp; videos, stories, share resources, engage supporters &amp; get feedback, numbered lists, highlight volunteers, donors or supporters</li> </ul> </li> <li>✓ 4:00-5:00: Other supportive applications: crowdfunding and infographics (piktochart)</li> </ul>
<p>September 29, 2018</p> <p>LabMode begins: 9:30am and continues through 5pm</p>	<ul style="list-style-type: none"> <li>• 9:00 -10:00 am: Review of Ultimate Social Work Cheat Sheets;</li> <li>✓ 10:10 – 11:00am: “When to Post” <a href="https://fanpagerobot.com/best-and-worst-times-post-social-media-infographic">https://fanpagerobot.com/best-and-worst-times-post-social-media-infographic</a>; and how to post across platforms (Buffer.com)</li> <li>✓ <a href="http://www.socialmediaexaminer.com/social-listening-dashboard/">http://www.socialmediaexaminer.com/social-listening-dashboard/</a></li> <li>✓ Case Example of Integrated Social Media (and social media dashboards) : We Charge Genocide &amp; SM Dashboard</li> <li>✓ 11:10- 12:00 pm: Use of Pinterest for Social Media and Social Change, Setup; Strengths and Challenges of Pinterest Use</li> <li>✓ LUNCH</li> <li>✓ 1:00-2:00: <a href="https://www.linkedin.com/pulse/15-best-free-social-media-dashboards-tools-andrea-rufino">https://www.linkedin.com/pulse/15-best-free-social-media-dashboards-tools-andrea-rufino</a>; Setting up and tweaking social media dashboards.</li> <li>✓ 2:10-3:00: Social Justice and Civic Democracy; Livestream, Politics, “Pictitions” and Social Media</li> <li>✓ 3:45-4:00: Google Analytics – how and why analytics can be used!</li> <li>✓ 3:45-5:00: Social Justice and Social Media Part II.Cyberhate: ADL             <ul style="list-style-type: none"> <li>○ <a href="http://www.adl.org/press-center/press-releases/discrimination-racism-bigotry/adl-releases-best-practices-challenging-cyberhate.html">http://www.adl.org/press-center/press-releases/discrimination-racism-bigotry/adl-releases-best-practices-challenging-cyberhate.html</a></li> <li>○ <a href="http://www.adl.org/combatting-hate/cyber-safety/">http://www.adl.org/combatting-hate/cyber-safety/</a></li> </ul> </li> </ul>